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Sociedade Gestora de Participações Sociais, SA.

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SIC starts the year with at 27.1% for January

SIC starts 2007 on the right foot, with average audience of 27.1% for January. In fact, January registered two distinctive behaviours. A weaker first half of the month, and with a stronger half of the month, as the recent release shows start to gain audience. The audience for the last two weeks of January stood at 28%.

The January audience figures represent a gain of 2.4 percentage points versus January 2006, and gain of almost 1.0 percentage points above the average for year of 2006.

Daily Audiences – January 2007

	Jan 2007	Dec 2006	Jan 2006
RTP1	26.4	25.6	24.0
2:	4.7	5.2	4.8
SIC	27.1	27.7	24.7
TVI	28.3	28.2	32.8
Cabo	12.6	12.5	12.9
Video & Satellite	0.8	0.7	0.8

Source: Marktest

The audience's evolution in the main schedules was the following:

- Rise in the morning schedule to 27.9%, the highest value for last 18 month's, helped by the good performance of talk-show "Fátima".
- The afternoon schedule stood at 25.9%. Although it had a weak start, it recovered with new record audiences for soap "Profeta" and talk-show "Contacto". Also, in January was released the new late afternoon soap "Pé da Jaca"

Prime Time Audiences - January 2007

	Jan 2007	Dec 2006	Jan 2006
RTP1	25.0	24.8	19.9
2:	4.5	4.6	4.8
SIC	28.1	28.6	24.9
TVI	31.4	30.9	38.8
Cabo	10.4	10.6	11.0
Video & Satélite	0.6	0.6	0.6

Source: Marktest

- On the prime-time, audiences stood at 28.1%. The main event on this schedule was the release of new brazilian soap "Páginas de Vida", which led its time slot already most of the days. In February, it will release the new Portuguese soap for prime-time "Vingança".



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- On the late night schedule, audiences rose to 29.4%, best value since August 2005, with maintenance of good audiences by the US series broadcasted by SIC. To reinforce its position in 2007, SIC bought the rights of 3 new successful US series, namely, “Jericho”, “Ugly Betty” and “Shark”.

SIC Notícias starts the year as number 1

SIC Notícias, on the start of its 7th year, started on the leadership position, with average audience of 12.4%. **SIC Radical** got an average audience of 4%, while **SIC Mulher** stood at 2.3%.

Cable Audiences

	Jan 2007		Jan 2006
SIC Notícias	12.4%	SIC Notícias	13.7%
AXN	9.9%	Panda	8.1%
Panda	8.7%	AXN	8.1%
RTPN	5.3%	SIC Radical	4.9%
FOX	5.1%	RTPN	4.7%
Hollywood	4.8%	Hollywood	4.7%
SIC Radical	4.0%	GNT	4.5%
Mosaico	3.3%	MTV	3.8%
SportTV	3.3%	FOX	3.6%
Odisseia	3.2%	SportTV	3.3%
SIC Mulher (15º)	2.3%	SIC Mulher (12º)	3.1%
Total Cable Channels	28.3%	Total Cable Channels	28.5%

Source: Marktest

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